

## ORDER



KSNV

**Orders**  
**Order / Rev:** 104655  
**Alt Order #:** 06835929  
**Product Desc:** RNC - ROMNEY  
**Estimate:** 279  
**Flight Dates:** 07/25/12 - 07/31/12  
**Original Date / Rev:** 07/24/12 / 08/06/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency Name:** American Rambler Productions  
**Buying Contact:**  
**Billing Contact:**  
 138 Conant St.  
 Beverly, MA 02494

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** RNC/ Romney for President *Revised*  
**Demographic:** A35+  
**Product Codes:** PLC03  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PCAN, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/25/12	07/29/12	76	\$87,450.00	\$74,332.50
07/30/12	07/31/12	32	\$31,700.00	\$26,945.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2012	76	\$87,450.00	\$74,332.50	0.00
August 2012	32	\$31,700.00	\$26,945.00	0.00
<b>Totals</b>	<b>108</b>	<b>\$119,150.00</b>	<b>\$101,277.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	07/30/12	07/31/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners WAKE W/WAGNRS2 2X/DAY WITH MAX SEP	CM	6-7a	MT-----	:30	4	\$700.00	1	0.00	NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	MT-----					4	\$700.00		0.00			
E 2	KSNV	07/25/12	07/27/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners WAKE W/WAGNRS2 1X/DAY	CM	6-7a	--WTF--	:30	3	\$700.00	1	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	--WTF--					3	\$700.00		0.00			
E 3	KSNV	07/25/12	07/27/12	Today Show Today Show TODAY SHOW 2X/DAY WITH MAX SEP	CM	658a-9am	--WTF--	:30	6	\$1,400.00	1	0.00	NM	6	\$8,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	--WTF--					6	\$1,400.00		0.00			
E 4	KSNV	07/30/12	07/31/12	Today Show Today Show TODAY SHOW 2X/DAY WITH MAX SEP	CM	658a-9am	MT-----	:30	4	\$1,400.00	1	0.00	NM	4	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	MT-----					4	\$1,400.00		0.00			
E 6	KSNV	07/25/12	07/27/12	M-F Today Show II 3rd HGM M-F Today Show II TODAY SHOW 2 1X/DAY	CM	9-10a	--WTF--	:30	3	\$500.00	1	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	--WTF--					3	\$500.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	KSNV	07/25/12	07/27/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	--WTF--	:30	3	\$500.00	1	0.00	NM	3	\$1,500.00
TODAY SHOW 2 1X/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	--WTF--					3	\$500.00		0.00			
E 7	KSNV	07/30/12	07/31/12	Olympics Daytime Weekday Olympics Daytime Weekdays	CM	9am-4pm	MT-----	:30	6	\$1,200.00	3	0.00	NM	6	\$7,200.00
OLY DAYTIME 3X/DAY WITH MAX SEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	MT-----					6	\$1,200.00		0.00			
E 8	KSNV	07/25/12	07/27/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	--WTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00
TODAY SHOW 3 1X/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	--WTF--					3	\$325.00		0.00			
E 9	KSNV	07/25/12	07/27/12	Noon News Noon News	CM	12-1230pm	--WTF--	:30	6	\$425.00	1	0.00	NM	6	\$2,550.00
NEWS AT NOON 2X/DAY WITH MAX SEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	--WTF--					6	\$425.00		0.00			
E 10	KSNV	07/25/12	07/27/12	Days of our Lives Days of our Lives	CM	1258p-2pm	--WTF--	:30	3	\$425.00	1	0.00	NM	3	\$1,275.00
DAYS OF OUR LIVES 1X/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	--WTF--					3	\$425.00		0.00			
E 11	KSNV	07/25/12	07/27/12	The Doctors The Doctors	CM	2pm-3pm	---WTF--	:30	3	\$175.00	2	0.00	NM	3	\$525.00
DOCTORS 1X/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	--WTF--					3	\$175.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	07/23/12-07/29/12		The Doctors		2pm-3pm	--WThF----	:30		<del>(\$175.00)</del>		0.00	NM		
See MG 11.4															
[NEWS SPECIAL REPORT]															
4	KSNV	07/27/12-07/27/12		The Doctors		2pm-3pm	-----F-----	:30		\$175.00		0.00	NM		
Ⓜ MG for 11.1 07/25															
[MG]															
E 12	KSNV	07/25/12	07/27/12	Dr. Phil Dr Phil	CM	3-4p	--WTF--	:30	3	\$450.00	1	0.00	NM	3	\$1,350.00
DR PHIL 1X/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	--WTF--					3	\$450.00		0.00			
E 13	KSNV	07/30/12	07/31/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	MT-----	:30	4	\$700.00	1	0.00	NM	4	\$2,800.00
FIRST NEWS 3-4 2X/DAY WITH MAX SEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	MT-----					4	\$700.00		0.00			
E 14	KSNV	07/25/12	07/27/12	News 3 at 4 (1/2 hr) News 3 at 4 (1/2 hr)	CM	4-430p	--WTF--	:30	3	\$700.00	1	0.00	NM	3	\$2,100.00
FIRST NEWS 3-4 1X/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	--WTF--					3	\$700.00		0.00			
E 15	KSNV	07/25/12	07/27/12	News 3 at 430pm News 3 at 4:30PM	CM	430-5pm	--WTF--	:30	6	\$700.00	1	0.00	NM	6	\$4,200.00
NEWS 2X/DAY WITH MAX SEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	--WTF--					6	\$700.00		0.00			
E 16	KSNV	07/30/12	07/31/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	MT-----	:30	4	\$700.00	1	0.00	NM	3	\$2,100.00
NEWS 2X/DAY WITH MAX SEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 16	KSNV	07/30/12	07/31/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	MT-----	:30	4	\$700.00	1	0.00	NM	3	\$2,100.00
NEWS 2X/DAY WITH MAX SEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	MT-----					4	\$700.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	KSNV	07/30/12-08/05/12		NEWS 3 at 4 (1 HOUR)		4-5pm (4:30 PM-5:00 PM)	MT-----	:30		<del>(\$700.00)</del>		0.00	NM		
Unresolved [OLYMPICS RAN OVER]															
E 17	KSNV	07/25/12	07/27/12	M-F Early News M-F Early News	CM	5-630p	--WTF--	:30	6	\$1,000.00	1	0.00	NM	6	\$6,000.00
NEWS 3 AT 5 2X/DAY WITH MAX SEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	--WTF--					6	\$1,000.00		0.00			
E 18	KSNV	07/30/12	07/31/12	M-F Early News M-F Early News	CM	5-630p	MT-----	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00
NEWS 3 AT 5 2X/DAY WITH MAX SEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	MT-----					4	\$1,000.00		0.00			
E 19	KSNV	07/25/12	07/27/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	--WTF--	:30	6	\$1,000.00	1	0.00	NM	6	\$6,000.00
JEOPARDY 2X/DAY WITH MAX SEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	--WTF--					6	\$1,000.00		0.00			
E 20	KSNV	07/30/12	07/31/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	MT-----	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00
JEOPARDY 2X/DAY WITH MAX SEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	MT-----					4	\$1,000.00		0.00			
E 21	KSNV	07/25/12	07/27/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	--WTF--	:30	3	\$1,000.00	1	0.00	NM	3	\$3,000.00
WHEEL 1X/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	--WTF--					3	\$1,000.00		0.00			
E 22	KSNV	07/30/12	07/31/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	MT-----	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
WHEEL 1X/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	MT-----					2	\$1,000.00		0.00			
E 23	KSNV	07/25/12	07/26/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	--WT---	:30	2	\$1,100.00	1	0.00	NM	2	\$2,200.00
NEWS 3 AT 11 1X/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	--WT---					2	\$1,100.00		0.00			
E 24	KSNV	07/25/12	07/27/12	The Tonight Show Tonight Show	CM	1135p-1237a	--WT---	:30	3	\$425.00	1	0.00	NM	3	\$1,275.00
TONITE SHOW NBC 1X/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	--WT---					3	\$425.00		0.00			
E 25	KSNV	07/27/12	07/27/12	Olympics Late News 3 Late News during Olympics	CM	11pm-12:35am	----F--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
OLY LATE NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	----F--					1	\$1,000.00		0.00			
E 26	KSNV	07/27/12	07/27/12	Olympics Opening Ceremony Olympics Opening Ceremony	CM	730p-12a	----F--	:30	1	\$10,000.00	1	0.00	NM	1	\$10,000.00
OLY OPENING CEREMONY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	----F--					1	\$10,000.00		0.00			
E 27	KSNV	07/28/12	07/28/12	Olympics Primetime Olympics Primetime	CM	7pm-12am	-----S-	:30	2	\$6,000.00	3	0.00	NM	2	\$12,000.00

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OLY WEEKEND PRIMETIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 07/23/12	07/29/12	-----S-		2			\$6,000.00			0.00			
E 28	KSNV	07/28/12	07/28/12	Olympics Late News 3	CM	11pm-12:35am	-----S-	:30	2	\$1,000.00	7	0.00	NM	2	\$2,000.00
				Late News during Olympics											
OLY LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 07/23/12	07/29/12	-----S-		2			\$1,000.00			0.00			
E 29	KSNV	07/28/12	07/28/12	Olympics Daytime Week	CM	4am-6pm	-----S-	:30	2	\$1,700.00	3	0.00	NM	2	\$3,400.00
				Olympics Daytime WEEKEND											
OLY WEEKEND DAYTIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 07/23/12	07/29/12	-----S-		2			\$1,700.00			0.00			
E 30	KSNV	07/29/12	07/29/12	Olympics Primetime	CM	7pm-12am	-----S	:30	1	\$6,000.00	3	0.00	NM	1	\$6,000.00
				Olympics Primetime											
OLY WEEKEND PRIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 07/23/12	07/29/12	-----S		1			\$6,000.00			0.00			
E 31	KSNV	07/29/12	07/29/12	Olympics Late News 3	CM	11pm-12:35am	-----S	:30	2	\$1,000.00	7	0.00	NM	2	\$2,000.00
				Late News during Olympics											
OLY LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 07/23/12	07/29/12	-----S		2			\$1,000.00			0.00			
E 32	KSNV	07/29/12	07/29/12	Olympics Daytime Week	CM	4am-6pm	-----S	:30	4	\$1,700.00	3	0.00	NM	4	\$6,800.00
				Olympics Daytime WEEKEND											
OLY WEEKEND DAYTIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 07/23/12	07/29/12	-----S		4			\$1,700.00			0.00			
N 33	KSNV	07/30/12	07/31/12	Olympics Daytime Week	CM	9am-4pm	MT-----	:30	1	\$1,200.00	3	0.00	NM	1	\$1,200.00
				Olympics Daytime Weekdays											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 07/30/12	08/05/12	MT-----		1			\$1,200.00			0.00			
N 34	KSNV	07/28/12	07/28/12	News 3 Olympic Zone	CM	7:30-8:00PM	-----S-	:30	1	\$750.00	2	0.00	NM	1	\$750.00
				News 3 Olympic Zone											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 07/23/12	07/29/12	-----S-		1			\$750.00			0.00			
N 35	KSNV	07/26/12	07/26/12	Wake Up Early w/ Wagn	CM	430a-5a	---T---	:30	1	\$50.00	3	0.00	NM	1	\$50.00
				Wake Up Early Wagners											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 07/23/12	07/29/12	---T---		1			\$50.00			0.00			
													Totals	108	\$119,150.00